



Utah Governor's Office *of* Economic Development

International Trade and Diplomacy Office



BUSINESS RESOURCE CENTERS ■ CAPITAL FORMATION ■ CENTERS OF EXCELLENCE ■ CORPORATE INCENTIVES UTAH ■ UTAH FILM COMMISSION ■ INTERNATIONAL DEVELOPMENT OFFICE ■ OFFICE OF CONSUMER HEALTH SERVICES ■ PROCUREMENT ASSISTANCE ■ OFFICE OF RURAL DEVELOPMENT ■ STATE SCIENCE ADVISOR ■ UTAH OFFICE OF TOURISM



Utah Governor's Office *of*
Economic Development

UTAH
LIFE ELEVATED

Strategic Partnerships



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM

UTAH
LIFE ELEVATED

Mission

1. Increase International Trade
2. Support Utah businesses, creating and sustaining jobs
3. Leverage diplomatic contacts to capitalize on international Markets



Utah Governor's Office of
Economic Development

UTAH
LIFE ELEVATED

Increase International Trade

- Organizes and leads Utah companies on trade missions to decisive foreign markets as well as trade visits into Utah
 - 15 trade missions between 2005-2010
- Maintains international trade representatives abroad: Chile, Mexico, Japan, China, Korea, France, Germany
- Hosts training seminars, lectures and networking functions with local and international experts
 - Over 47 seminars reaching 1,280 attendees



Support Utah businesses, creating and sustaining jobs

- International trade supported 259,724 jobs in Utah in 2006. Currently, 2,461 Utah companies are exporting abroad.
- Provides individual counseling to Utah businesses and connects them with strategic US organizations.
- Assists companies in developing opportunities to expand into international markets.
 - 495 companies assisted



Leverage diplomatic contacts to capitalize on international Markets

- Hosts diplomatic visits, providing local businesses with networking opportunities and international support channels
- Works closely with the Utah Consular Corps (the largest in the country) to assist international business expansion
- As the official diplomatic advisory agency for the State of Utah, ITDO develops international cooperative agreements to further business opportunities.



Figures at a Glance

- Overall Export Growth ('05-'09): **70.36%**
- Utah GDP Growth ('05-'08): **12.7%**
- Export Growth by Key Country ('05-'09)
 - China: **122.99%**
 - India: **1098.83%**
 - Canada: **42.87%**
 - Mexico: **116.12%**
- Jobs Supported by International Trade (2006): **259,724**

2005- 2009

- Trade Delegation Visits: **40**
- Diplomatic Visits: **48**
- Companies Assisted: **495**
- Educational Seminars: **47**
- Seminar Attendees: **1280**
- Inward Trade Missions:
- Peru, India, Canada
- 2008 Trade Missions:
- Chile, Japan, Malaysia, Mexico, Brazil, Israel



Exporting Partners

Rank	Description	ANNUAL 2008	ANNUAL 2009	SEP 2009 YTD	SEP 2010 YTD	% 2009-2010
	TOTAL ALL PARTNER COUNTRIES	10,399,919,874.	10,337,135,031.	7,343,669,935.	10,038,145,399.	36.69
1	United Kingdom	3,584,386,213.	4,364,134,113.	3,155,168,736.	3,043,749,320.	-3.53
2	Canada	1,082,806,657.	1,019,426,961.	683,387,907.	947,925,028.	38.71
3	India	496,821,700.	649,531,461.	539,024,424.	941,453,797.	74.66
4	Hong Kong	133,387,901.	153,431,516.	104,156,753.	587,456,159.	464.01
5	Switzerland	64,349,060.	94,809,745.	46,384,471.	528,382,446.	1,039.14
6	China	527,021,469.	542,291,070.	356,071,477.	454,471,723.	27.63
7	Taiwan	727,627,291.	567,936,663.	383,847,611.	431,062,197.	12.30
8	Singapore	373,215,565.	253,314,242.	186,713,584.	361,808,446.	93.78
9	Mexico	241,904,336.	279,433,403.	188,907,345.	333,681,125.	76.64
10	Japan	375,858,775.	342,247,206.	250,970,442.	306,080,156.	21.96



Utah Governor's Office of
Economic Development

UTAH
LIFE ELEVATED

Commodities

Utah Exports:

1. Primary Metals (Gold)
2. Electronics
3. Medical Equipment
4. Industrial Machinery
5. Aerospace Equipment
6. Primary Metals (Copper)
7. Mined Ores
8. Auto Parts
9. Food Preparations
10. Cosmetics



Utah Governor's Office of
Economic Development

UTAH
LIFE ELEVATED

Divisions

3 Regional Directors:

- Miguel Rovira- Latin America and Canada
- Brett Heimburger- Asia
- Franz Kolb- India and Europe

7 Trade Representatives:

- Japan, China, Korea, Chile, Mexico, Germany, France



Trade Representatives

- Non- State Employees
- Contracted by Utah Government
- Function as private consultants
- Individualized match making based on company's needs
- Market assessment and knowledge



Company Assistance Questionnaire

To better identify the company's needs:

- Basic profile including year established, size, number of employees, annual sales
- Core operations/products
- Markets of interest
- U.S. competitors



Utah Governor's Office of
Economic Development

UTAH
LIFE ELEVATED

Educating UT Businesses

- Over 1,280 individuals reached through 47 training events:
 - Brown Bag Lunch Series on Exporting
 - International Networking Seminar
 - Doing Business in India
 - Doing Business in Mexico
 - Women in International Business
 - Business Opportunities in Piura, Peru

Website: <http://business.utah.gov>



Utah Governor's Office of
Economic Development

UTAH
LIFE ELEVATED

Inward Trade Missions

- 2-3 days
- Cover all local expenses (except airfare)
- Hospitality arrangements
- Transportation
- Agenda
- Businesses luncheon open to business community
- One-on-One meetings
- Visits with Utah companies of interest
- Private dinner with key professionals
- Meeting with the Governor if appropriate



Collaborations

- Work closely with other institutions such as:
 - Salt Lake Chamber of Commerce and various chambers of commerce
 - Brigham Young University
 - Consulates
 - U.S. Commercial Service
 - World Trade Center Utah
 - Utah Council for Citizen Diplomacy



ITDO

STAFF

- Craig Peterson, Director
- Brett Heimburger, Regional Director, Asia
- Franz Kolb, Regional Director, India & Europe
- Miguel Rovira, Regional Director, Americas
- Kelsy Alsup, Trade Mission Coordinator



Contact

- Miguel Rovira
mrovira@utah.gov
801-915-5309
- Diana Franca
dfranca@utah.gov
801-538-8714
- Kelsy Alsup
kalsup@utah.gov
801-538-8672



Utah Governor's Office of
Economic Development

UTAH
LIFE ELEVATED